

REP HEADLINE# 6145065 TRF# E:120531  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT8/12 18.47  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* WFLA-TV \*\*\*  
\*\*CHANGES\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- WILL HILDEBRANDT (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6145065 CLASS: NATL. LOCAL REGIONAL

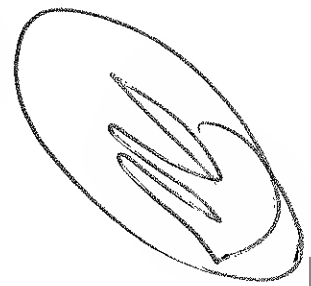
PRDCT DCCC EST#1193 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 18.47

REP: ORDER CANCELED  
ALL LN'S ZERO'D OUT  
NEW TTL \$0  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE



10/19/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 14  
AGENCY EST# = 1193

1	S		1100A-1200N	30		\$175.00	10/23	10/26	0		TU-F	0
PROGRAM : NC8 MIDDAY CON COM1: NC8 MIDDAY												

2	S		1237A-136A	30		\$350.00	10/23	10/26	0		TU-F	0
PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC												

NOV 01 2012

10/19/12

REP HEADLINE# 6145065 TRF# E:120531  
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 18.47  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/23	10/26	0		TU-F	0
4	S		400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$675.00	10/23	10/26	0		TU-F	0
5	S		500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,400.00	10/23	10/26	0		TU-F	0
6	S		530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$400.00	10/23	10/26	0		TU-F	0
7	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,400.00	10/23	10/26	0		TU-F	0
8	S		600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$1,800.00	10/23	10/26	0		TU-F	0
9	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/23	10/26	0		TU-F	0
10	S		630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$5,000.00	10/23	10/26	0		TU-F	0
11	S		700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,800.00	10/23	10/26	0		TU-F	0

REP HEADLINE# 6145065 TRF# E:120531  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 18.47  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	S		700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,275.00	10/23	10/26	0		TU-F	0
13	S		730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	10/23	10/26	0		TU-F	0
14	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$700.00	10/23	10/26	0		TU-F	0
15	S		1100P-1135P PROGRAM : NWSCH8 AT 11< CON COM1: NWSCH8 AT 11<	30		\$2,000.00	10/23	10/27	0		TU-SA	0
16	S		430A-459A PROGRAM : NC8 TODAY@4:30 CON COM1: NC8 TODAY@4:30	30		\$75.00	10/23	10/28	0		TU-TH, SU	0
17	S		800P-900P PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$2,800.00	10/26	10/26	0		FRI	0
18	S		1000P-1100P PROGRAM : ROCK CENTER CON COM1: ROCK CENTER	30		\$4,000.00	10/29	10/29	0		MON	0
19	S		800P-1000P PROGRAM : THE SING-OFF CON COM1: THE SING-OFF	30		\$6,500.00	10/29	10/29	0		MON	0
20	S		1200N-100P PROGRAM : SAT NOON NEWS CON COM1: SAT NOON NEWS	30		\$250.00	10/27	10/27	0		SAT	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT8/12 18.47  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	S		330P-700P	30		\$2,500.00	10/27	10/27	0		SAT	0
PROGRAM : NOTRE DAME VS TBD												
ORD COM1 : 10/27/12												
CON COM1 : NOTRE DAME VS TBD												
22	S		800P-630P	30		\$900.00	10/27	10/27	0		SAT	0
PROGRAM : NEWSCH8-6 SAT												
CON COM1 : NEWSCH8-6 SAT												
23	S		700A-900A	30		\$500.00	10/27	10/27	0		SAT	0
PROGRAM : THE TODAY SHOW SAT												
CON COM1 : THE TODAY SHOW SAT												
24	S		800P-900P	30		\$1,500.00	10/27	10/27	0		SAT	0
PROGRAM : HARRY'S LAW												
CON COM1 : HARRY'S LAW												
25	S		900A-1000A	30		\$400.00	10/27	10/27	0		SAT	0
PROGRAM : NWSCH8 SAT-AM												
CON COM1 : NWSCH8 SAT-AM												
26	S		900P-1000P	30		\$1,800.00	10/27	10/27	0		SAT	0
PROGRAM : PARENTHOOD												
CON COM1 : PARENTHOOD												
27	S		1000A-1100A	30		\$2,850.00	10/28	10/28	0		SUN	0
PROGRAM : MEET PRESS-SUN												
CON COM1 : MEET PRESS-SUN												
28	S		600P-630P	30		\$1,100.00	10/28	10/28	0		SUN	0
PROGRAM : WFLA NEWS												
CON COM1 : WFLA NEWS												
29	S		630P-700P	30		\$3,650.00	10/28	10/28	0		SUN	0
PROGRAM : NBC NIGHTLY NEWS SUNDAY												
CON COM1 : NBC NIGHTLY NEWS SUNDAY												

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT8/12 18.47  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	S		700P-830P	30		\$5,500.00	10/28	10/28	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1 : FOOTBALL NIGHT IN AMERICA												
31	S		800A-900A	30		\$625.00	10/28	10/28	0		SUN	0
PROGRAM : SUN TODAY-NBC												
CON COM1 : SUN TODAY-NBC												
32	S		900A-1000A	30		\$400.00	10/28	10/28	0		SUN	0
PROGRAM : NWSCH8 SUN-AM												
CON COM1 : NWSCH8 SUN-AM												
33	S		800P-1000P	30		\$3,500.00	10/23	10/23	0		TUE	0
PROGRAM : BIGST LR13-NBC												
CON COM1 : BIGST LR13-NBC												
34	S		400P-500P	30		\$675.00	10/29	10/29	0		MON	0
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
35	S		530A-600A	30		\$400.00	10/29	10/29	0		MON	0
PROGRAM : NC8 TODAY@5:30<												
CON COM1 : NC8 TODAY@5:30<												
36	S		600P-630P	30		\$1,800.00	10/29	10/29	0		MON	0
PROGRAM : NWSCH8 AT SIX												
CON COM1 : NWSCH8 AT SIX												
37	S		700P-730P	30		\$1,800.00	10/29	10/29	0		MON	0
PROGRAM : ENT TONIGHT 30												
CON COM1 : ENT TONIGHT 30												
38	S		900A-1000A	30		\$700.00	10/29	10/29	0		MON	0
PROGRAM : TODAY SHW2-NBC												
CON COM1 : TODAY SHW2-NBC												

REP HEADLINE# 0145065 TRF# E:120531  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 18.47  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	S		430A-459A	30		\$75.00	10/29	10/29	0		MON	0
PROGRAM : NC8 TODAY@4:30												
CON COM1: NC8 TODAY@4:30												
OCT/12			\$ .00			NOV/12					\$ .00	

CONTRACT TOTAL \$ .00  
 TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/11 EST/ES  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 801 Issue 4  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33604  
 PHONE (813) 228-8888

Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 0	Campaign Ref: E:120531068
Buyer:	Client/Product/Estimate: 11 / 14 / 1193	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06145065
Est./PO Number: 06145065	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Dccc	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	C
1	M-F 11a News TWTF..	03		30 Comme	Nbr of Spots Closed PR	3	3	
11	M-F 7p Entertainment Tonight TWTF..	02		30 Comme	Nbr of Spots Closed PR	4	4	
13	M-F 730p Extra TWTF..	02		30 Comme	Nbr of Spots Closed PR	2	2	
23	Sat 8p ET / 7p CT Revolution .....S	02		30 Comme	Nbr of Spots Closed PR	1	1	
35	M-F 7p Entertainment Tonight M.....	02		30 Comme	Nbr of Spots Closed PR	1	1	
44	Sat 830p ET / 730p CT Go On .....S	07		30 Comme	Nbr of Spots Closed PR	1	1	
<b>Weekly Totals: Total Spots(Ord Spots)</b>					11	1	12	
Closed PR								

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
1	M-F 11a News	:30 Commercial	10/22/12	Closed Pre Emption	0.00	10/15, 10/23	0000167982	E:120531068
			10/22/12	Closed Pre Emption	0.00	10/23	0000167983	E:120531068
11	M-F 7p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	0.00	10/09, 10/15, 10/23	0000167898	E:120531068

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
13	M-F 730p Extra	:30 Commercial	10/22/12	Closed Pre Emption	0.00	10/23, 10/29	0000167899	E:120531068
35	M-F 7p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	3,600.00	No Makegood / Credit	0000000000	E:120531068
23	Sat 8p ET / 7p CT Revolution	:30 Commercial	10/29/12	Closed Pre Emption	0.00	10/23, 10/29	0000167899	E:120531068
44	Sat 830p ET / 730p CT Go On	:30 Commercial	10/22/12	Closed Pre Emption	1,500.00	No Makegood / Credit	0000000000	E:120531068

Grand Totals

Totals		Month 10 Weeks: 4 10/22	Month 11 Weeks: 4 10/29
Spots		0	0
Cost		0	0

Grand Totals:

Spots:	0
Gross Total:	0.00
Commission:	0.00
Net Total:	0.00



REP HEADLINE# 6145065  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-5280  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY15/12 14.5  
 \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

1010 WISCONSIN AVENUE  
 WASHINGTON, DC 20007  
 SALES PRSN WA- WILL HILDEBRANDT (H)

ORDER # CONTRACT # 6145065 CLASS: NATL. LOCAL REGISTRATION

PRDCT DCCC EST#1193 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY15/12 14.50

REP: NEW ORDER  
 TTL 114975 @ 78X  
 PLS CFM  
 THANKS, MIKE FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

\$8650

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1100A-1200N	30		\$175.00	10/23	10/26	3		TU-F	3
PROGRAM : NC8 MIDDAY CON COM1 : NC8 MIDDAY												
2			1237A-136A	30		\$350.00	10/23	10/26	2		TU-F	2
PROGRAM : J FALLON-NBC CON COM1 : J FALLON-NBC												
3			200P-300P	30		\$300.00	10/23	10/26	4		TU-F	4
PROGRAM : RACHAEL RAY CON COM1 : RACHAEL RAY												

AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 14  
 AGENCY EST# = 1193

5/14

REP HEADLINE# 6145065  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9380  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM FILE

MAILED 14.5  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$675.00	10/23	10/26	4		TU-F	4
5			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,400.00	10/23	10/26	3		TU-F	3
6			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$400.00	10/23	10/26	4		TU-F	4
7			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,400.00	10/23	10/26	3		TU-F	3
8			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$1,800.00	10/23	10/26	3		TU-F	3
9			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/23	10/26	3		TU-F	3
10			630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$5,000.00	10/23	10/26	1		TU-F	1
11			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,800.00	10/23	10/26	4		TU-F	4
12			700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,275.00	10/23	10/26	3		TU-F	3

REP HEADLINE# 6145065  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-5420  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY 15/10 14.5  
 \*\*\* KPIB \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			730P-800P	30		\$1,800.00	10/23	10/26	2		TU-F	2
PROGRAM : EXTRA												
CON COM1: EXTRA												
14			900A-1000A	30		\$700.00	10/23	10/26	4		TU-F	4
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
15			1100P-1135P	30		\$2,000.00	10/23	10/27	3		TU-SA	3
PROGRAM : NWSCH8 AT 11<												
CON COM1: NWSCH8 AT 11<												
16			430A-459A	30		\$75.00	10/23	10/26	4		TU-TH-SU	4
PROGRAM : NC8 TODAY@4:30												
CON COM1: NC8 TODAY@4:30												
17			800P-900P	30		\$2,800.00	10/26	10/26	1		FRI	1
PROGRAM : AVG. ALL WKS												
CON COM1: AVG. ALL WKS												
18			1000P-1100P	30		\$4,000.00	10/29	10/29	1		MON	1
PROGRAM : ROCK CENTER												
CON COM1: ROCK CENTER												
19			800P-1000P	30		\$6,500.00	10/29	10/29	2		MON	2
PROGRAM : THE SING-OFF												
CON COM1: THE SING-OFF												
20			1200N-100P	30		\$250.00	10/27	10/27	1		SAT	1
PROGRAM : SAT NOON NEWS												
CON COM1: SAT NOON NEWS												
21			330P-700P	30		\$2,500.00	10/27	10/27	2		SAT	2
PROGRAM : NOTRE DAME VS TBD												
ORD COM1: 10/27/12												
CON COM1: NOTRE DAME VS TBD												

*Revolution*  
*Voil*  
*800*

②  
 not booked  
 5000

REP HEADLINE# 6145065  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY15/12 14.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-630P	30		\$900.00	10/27	10/27	1		SAT	1
			PROGRAM : NEWSCH8-6 SAT									
			CON COM1: NEWSCH8-6 SAT									
23			700A-900A	30		\$500.00	10/27	10/27	2		SAT	2
			PROGRAM : THE TODAY SHOW SAT									
			CON COM1: THE TODAY SHOW SAT									
24			800P-900P	30		\$1,500.00	10/27	10/27	1		SAT	1
			PROGRAM : HARRY'S LAW <i>Revolution</i>									
			CON COM1: HARRY'S LAW									
25			900A-1000A	30		\$400.00	10/27	10/27	1		SAT	1
			PROGRAM : NWSCH8 SAT-AM									
			CON COM1: NWSCH8 SAT-AM									
26			900P-1000P	30		\$1,800.00	10/27	10/27	1		SAT	1
			PROGRAM : PARENTHOOD <i>Chicago Fire</i>									
			CON COM1: PARENTHOOD									
27			1000A-1100A	30		\$2,850.00	10/28	10/28	1		SUN	1
			PROGRAM : MEET PRESS-SUN									
			CON COM1: MEET PRESS-SUN									
28			600P-630P	30		\$1,100.00	10/28	10/28	1		SUN	1
			PROGRAM : WFLA NEWS									
			CON COM1: WFLA NEWS									
29			630P-700P	30		\$3,650.00	10/28	10/28	1		SUN	1
			PROGRAM : NBC NIGHTLY NEWS SUNDAY									
			CON COM1: NBC NIGHTLY NEWS SUNDAY									
30			700P-830P	30		\$5,500.00	10/28	10/28	2		SUN	2
			PROGRAM : FOOTBALL NIGHT IN AMERICA									
			CON COM1: FOOTBALL NIGHT IN AMERICA									

*4000*

*1*  
*WFLA*

*3650*

REP HEADLINE# 6145065  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9650  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY15/12 14.5  
\*\*\* 0112M-2V \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			800A-900A PROGRAM : SUN TODAY-NBC CON COM1: SUN TODAY-NBC	30		\$625.00	10/28	10/28	1		SUN	1
32			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$400.00	10/28	10/28	1		SUN	1
33			800P-1000P PROGRAM : BIGST LR13-NBC CON COM1: BIGST LR13-NBC	30		\$3,500.00	10/23	10/23	2		TUE	2
34			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$675.00	10/29	10/29	1		MON	1
35			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$400.00	10/29	10/29	1		MON	1
36			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$1,800.00	10/29	10/29	1		MON	1
37			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,800.00	10/29	10/29	1		MON	1
38			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$700.00	10/29	10/29	1		MON	1
39			430A-459A PROGRAM : NC8 TODAY@4:30 CON COM1: NC8 TODAY@4:30	30		\$75.00	10/29	10/29	1		MON	1

*note*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SEPS/WK	WEEK INVT	DAYS	TOTL SEPS
OCT/12			92525.00			NOV/12			22450.00			
CONTRACT TOTAL												114975.00
TOTAL SPOTS												76

MARKET TOTALS \$1,546,330
WFLA 7%
WFTS 17%
WTSP 28%
WTVT 24%
WTOG 2%
WTTA 2%
WMOX 0%
WXPX 0%
WSB 18%
CABL 0%
WMOX 2%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
DEMOS- RA35+\*

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 226-6568

Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 106326	Campaign Ref: E120651006
Buyer: "	Client/Product/Estimate: 11/14/1193	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06145065
Est./PO Number: 06145065	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Orig

Product: Decc	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type	10/22	10/29	Total	Co
1	M-F 11a News TWTF..	175	30 Comme	Nbr of Spots	3	3	
2	M-F 1237a ET / 1137p CT Late Night TWTF..	350	30 Comme	Nbr of Spots	2	2	
3	M-F 2p Rachael Ray TWTF..	300	30 Comme	Nbr of Spots	4	4	
4	M-F 4p Dr Oz TWTF..	675	30 Comme	Nbr of Spots	4	4	
5	M-F 5p News TWTF..	1400	30 Comme	Nbr of Spots	3	3	
6	M-F 530a News TWTF..	400	30 Comme	Nbr of Spots	4	4	
7	M-F 530p News TWTF..	1400	30 Comme	Nbr of Spots	3	3	
8	M-F 6p News TWTF..	1800	30 Comme	Nbr of Spots	3	3	
Weekly Totals: Total Spots(Ord Spots)				66	9	75	

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Client: Democratic Congressional Cpgn Comm/ Issue  
 Buyer: Democratic Congressional Cpgn Comm/ Issue  
 Schedule Dates: 10/22/12 to 11/04/12  
 Est./PO Number: 06145065  
 Submission Cost: 106325  
 Client/Product/Estimate: 11/14/1193  
 Weeks: 2  
 Contract type: Political  
 Campaign Ref: E12001160  
 Sales Rep: IIRP Washington, DC  
 Order Ref: C0145065  
 Business Type: Political  
 Business Category: 16000000

Orig

Ref	Sales Product Details	Rate	Spot Type	10/22	10/23	Total	Co
9	M-F 6a News TWTF..	1000	30 Comme	Nbr of Spots	3	3	
10	M-F 630p ET / 530p CT NBC Nightly News TWTF..	5000	30 Comme	Nbr of Spots	1	1	
11	M-F 7p Entertainment Tonight TWTF..	1800	30 Comme	Nbr of Spots	4	4	
12	M-F 7a Today Show TWTF..	1225	30 Comme	Nbr of Spots	3	3	
13	M-F 730p Extra TWTF..	1800	30 Comme	Nbr of Spots	2	2	
14	M-F 9a Today Show II TWTF..	700	30 Comme	Nbr of Spots	4	4	
15	M-Su 11p News TWTF..	2000	30 Comme	Nbr of Spots	3	3	
16	M-Th, Su 430a News TWTF..S	75	30 Comme	Nbr of Spots	4	4	
17	Fri 8-9p Whitney / Community ..F..	2800	30 Comme	Nbr of Spots	1	1	
18	Mon 10p ET / 9p CT Revolution M.....	4000	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)				66	9	75	



Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8886

Orig

Client: Democratic Congressional Cpgn Comm/ Issue	Submission Cost: 106325	Campaign Ref: E 120531068
Buyer: Cpgn Comm/ Issue	Client/Product/Estimate: 11/14/1193	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06145065
Est/PO Number: 06145065	Contract type: Political	Business Type: POLITICAL
	Business Category: Transactional	

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/22	10/29	Total	Co
19	Mon 8-10p ET / 7-9p CT Voice M.....	8000	30 Comme	Nbr of Spots		2	2	
20	Sat 12p News .....S.	250	30 Comme	Nbr of Spots	1		1	
21	Sat 6p News .....S.	900	30 Comme	Nbr of Spots	1		1	
22	Sat 7a Today Show .....S.	500	30 Comme	Nbr of Spots	2		2	
23	Sat 8p ET / 7p CT Revolution .....S.	1500	30 Comme	Nbr of Spots	1		1	
24	Sat 9a News .....S.	400	30 Comme	Nbr of Spots	1		1	
25	Sat 9p ET / 8p CT Chicago Fire .....S.	1800	30 Comme	Nbr of Spots	1		1	
26	Sun 10a Meet The Press .....S.	2500	30 Comme	Nbr of Spots	1		1	
27	Sun 6p News .....S.	1100	30 Comme	Nbr of Spots	1		1	
28	Sun 7p ET / 6p CT Football Night In America .....S.	4000	30 Comme	Nbr of Spots	2		2	
29	Sun 8a Today Show	625	30	Nbr of Spots	1		1	
<b>Weekly Totals:</b>				<b>Total Spots (Ord Spots)</b>	<b>66</b>	<b>3</b>	<b>73</b>	

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV

P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Orig

Client: Democratic Congressional Cpgn Comm/ Issue  
 Buyer: Democratic Congressional Cpgn Comm/ Issue  
 Schedule Dates: 10/22/12 to 11/04/12  
 Est./PO Number: 06145065  
 Submission Cost: 106325  
 Client/Product/Estimate: 11/14/1193  
 Weeks: 2  
 Contract type: Political  
 Campaign Ref: E120531068  
 Sales Rep: 1114- Washington DC  
 Order Ref: 06145065  
 Business Type: POLITICAL  
 Business Category: Political

Ref	Sales Product Details	Rate	Spot Type	10/22	10/29	Total	Co
30	Sun 9a News .....S	400	30 Comme	Nbr of Spots	1	1	
31	Tue 8p ET / 7p CT Voice .T.....	3500	30 Comme	Nbr of Spots	2	2	
32	M-F 4p Dr Oz M.....	675	30 Comme	Nbr of Spots	1	1	
33	M-F 530a News M.....	400	30 Comme	Nbr of Spots	1	1	
34	M-F 6p News M.....	1800	30 Comme	Nbr of Spots	1	1	
35	M-F 7p Entertainment Tonight M.....	1800	30 Comme	Nbr of Spots	1	1	
36	M-F 9a Today Show II M.....	700	30 Comme	Nbr of Spots	1	1	
37	M-Th, Su 430a News M.....	75	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)				83	5	75	

Grand Totals		Month 10 Weeks: 4 10/22	Month 11 Weeks: 4 10/29
Totals	75	66	9
Spots			

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22	10/29		
Totals	106325				
Cost		80875			

Grand Totals:

Spots:	75
Gross Total:	106,325.00
Commission:	15,948.75
Net Total:	90,376.25



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

33640  
Great American Media  
1010 Wisconsin Avenue NW  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Democratic Congressional Cpg  
PROD: Dccc

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E: 120531068  
WFLA  
INVOICE NUMBER 0100033246  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES  
10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /14 /1193  
Desc: 06145065

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 11a News	175.00	1	3	10/23	TU	*WFLA	30	:30 Commercial	.00	Preempt Program Change .00-
				10/24	WE		30		.00	Preempt Program Change .00-
				10/26	FR		30		.00	Preempt Program Change .00-
M-F 7p Entertainment Tonight	1800.00	11	4	10/23	TU	*WFLA	30	:30 Commercial	.00	Preempt Program Change .00-
				10/24	WE		30		.00	Preempt Program Change .00-
				10/25	TH		30		.00	Preempt Program Change .00-
				10/26	FR		30		.00	Preempt Program Change .00-
M-F 730p Extra	1800.00	13	2	10/23	TU	*WFLA	30	:30 Commercial	.00	Preempt Program Change 1800.00-
				10/25	TH		30		.00	Preempt Program Change 1800.00-

\*\*\* Continued \*\*\*

PERIOD COST	6,600.00	0 Total Units	ACTUAL GROSS BILLING	.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	.00	TOTAL RECONCILING	Credits	6,600.00-
			NET DUE	.00			6,600.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Democratic Congressional Cpg Dccc

PRODUCT  
INVOICE NUMBER 0100033246  
BROADCAST MONTH 10/01/2012 - 10/28  
AMOUNT DUE .00

REMIT TO:

\*00185

000033640  
Great American Media  
1010 Wisconsin Avenue NW  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000033640 00000100033246 000000000 1



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

33640  
Great American Media  
1010 Wisconsin Avenue NW  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Democratic Congressional Cpg  
PROD: Dccc

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E: 120531068  
WFLA  
INVOICE NUMBER 0100033246  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /14 /1193  
Desc: 06145065

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
Sat 8p ET / 7p CT Revolution	1500.00	23 1	10/27 SA	*WFLA :30 Commercial	.00
					Program Change
					Preempt 1500.00-
					Program Change
Sat 830p ET / 730p CT Go Dn	1500.00	44 1	10/27 SA	*WFLA :30 Commercial	.00
					Preempt 1500.00-
					Program Change
Total Airtime Net Spot Revenue:				.00	

PERIOD COST 6,600.00

0 Total Units  
ACTUAL GROSS BILLING .00  
AGENCY COMMISSION .00  
NET DUE .00

SUB-TOTALS Debits .00  
Credits 6,600.00-  
TOTAL RECONCILING 6,600.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.